

LEO BURNETT U.S.A.

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**Sunken
pleasure.**

Pressed to the end of our cigarette. Then double back a quarter-inch.

There you'll discover our filter. Hidden away to keep your lips from touching the tar that builds up on the tip.

That's why Parliament Lights are so tastefully light. And so richly rewarding.



Only Parliament Lights has the famous recessed filter.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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15 mg "tar," 0.9 mg nicotine av. per cigarette, FTC Report Mar '81.



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